“A Study on the Impact of Integrated Marketing Communication of Ayush Products on Purchase Intention.”

Research Proposal for Topic Approval

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1. Introduction

This research is proposed to evaluate the impact of Integrated Marketing Communication (IMC) of Ayush products on Purchase Intention. This is explained with an adoption of Theory of Planned Behaviour.

1.1 IMC:

1.1.1 Meaning of IMC?

Integrated Marketing Communication (IMC) is a relatively new phenomenon emerging in the late 20th century. It involves applying consistent brand messaging across multiple marketing channels. Integrated marketing communications (IMC) encompasses a theoretical framework and a collection of business strategies that enable the dissemination of consistent messages across various channels, thereby generating a cohesive brand encounter for customers. This fundamental marketing principle extends beyond advertising and encompasses all modes of communication employed by a business. The primary goal of integrated marketing is to establish a reliable and favorable customer experience during every instance of brand encounter or interaction.

1.1.2. Importance of IMC

To achieve long-term marketing success, it is essential to have integrated marketing communications. The success of your marketing campaigns relies heavily on it. Integrated marketing communications (IMC) involves aligning a brand's messaging to ensure consistency across all the different ways the brand communicates with its target audience. It is a strategic approach that guides communication and tactics across all marketing channels.

Integrated marketing communications (IMC) is crucial for several reasons. Firstly, it ensures consistency throughout the entire customer journey. When a brand maintains a consistent message across various touchpoints, it creates a unified experience for customers. This consistency helps in building trust and credibility, as customers encounter a cohesive brand identity at every interaction.

Secondly, IMC plays a significant role in brand-building. By aligning all marketing communication efforts, IMC helps reinforce the brand's core values, personality, and positioning. Consistent messaging and imagery across different media platforms contribute to

brand recognition and recall, strengthening the brand's overall image in the minds of consumers.

Thirdly, implementing the right mix of marketing channels is essential for campaign effectiveness. IMC considers the target audience and their preferred channels of communication. By strategically selecting and integrating various channels such as television, radio, print, online advertising, social media, and public relations, a brand can reach its audience more effectively and maximize the impact of its marketing efforts.

Lastly, IMC facilitates the synergy between marketing channels. When different channels work together in a coordinated manner, they reinforce and amplify each other's impact. For example, a television advertisement can direct viewers to a brand's website or social media pages, enhancing engagement and driving conversions. This integration helps in creating a cohesive and seamless customer experience, increasing the effectiveness of each marketing channel.

In summary, IMC is important because it ensures consistency throughout the customer journey, aids in brand-building, boosts campaign effectiveness through the right mix of marketing channels, and allows marketing channels to reinforce and amplify each other's impact. By implementing IMC strategies, businesses can enhance their marketing efforts, strengthen their brand presence, and engage their target audience more effectively.

IMC helps make messages more memorable. When you deliver consistent messages across different channels, they have a stronger impact. In 2022, we see up to 10,000 ads per day, so we tend to remember the ones that make a consistent impression and appear on multiple platforms.

IMC also improves efficiency. With an integration plan, you can reuse content and make production and distribution schedules more streamlined. It also helps in organizing internal assets and communications. Instead of having scattered and duplicated projects across different departments with incompatible goals, you can align campaigns more purposefully with larger business objectives.

Furthermore, IMC fosters loyalty. Understanding and responding to customers are key aspects of integrated marketing. People appreciate knowing what to expect. When a brand consistently provides a positive experience at every interaction, customers are more likely to remain loyal and keep coming back.

1.1.3 Elements of IMC

Integrated marketing communications combines various components to form a complete marketing strategy that operates at different levels of effectiveness. Some of them are:

Advertising: Advertising is when a brand pays to communicate nonpersonal information about their product, service, or idea. It helps provide consumers with information, keeps them updated, and influences their perception. It creates positive and unique associations with a brand.

Sales Promotion: Sales promotion offers additional value or incentives to the sales force, distributors, or customers to stimulate immediate sales. It grabs the attention of customers by providing incentives that encourage them to make a purchase. It is a short-term strategy to boost sales.

Personal Selling: Personal selling involves one-on-one interactions between a salesperson and a customer. The salesperson persuades the customer to make a purchase by customizing the message according to their needs. It focuses on building long-term relationships.

Direct Marketing: Direct marketing directly communicates with the target audience to generate a response, transaction, or purchase. It includes activities like direct mailing, telemarketing, and using various media. Companies maintain customer databases and send marketing materials to make shopping easier.

Public Relations: Public relations involve managing public attitudes and executing actions to earn public understanding and acceptance of the brand. It uses tools like publicity, fundraising, and community participation to enhance the brand image.

Internet Marketing: Internet marketing is a type of marketing that utilizes the internet and digital technologies to achieve marketing goals. It takes advantage of interactive communication, where users have the ability to modify the content they receive in real-time. This form of marketing allows businesses to reach and engage with their target audience through various online channels such as websites, social media platforms, email marketing, search engine optimization, and online advertising. It offers opportunities for businesses to connect with customers, promote their products or services, and drive online sales or conversions.

1.1.4 Case Study of Apple’s Integrated Marketing Communication Strategy

Apple Inc. uses various communication channels to promote its iPhones and reach a wide range of customers. Integrated marketing communication is employed to increase sales volume and create a positive impact on customers. Promotional and advertising tools are used to capture customers' attention, generate desire, and create interest in the iPhones. Additionally, Apple showcases sleek images of iPhones on its website to attract potential buyers.

Apple utilizes print and broadcast media for marketing its iPhones. Billboards and television advertisements are strategically designed to highlight the superior quality of the iPhones, accompanied by captivating slogans.

In recent years, Apple has embraced digital marketing to adapt to changing consumer behavior. The company's website features images and information about the latest iPhone models. Social media platforms such as Facebook and Twitter are also utilized to engage with customers, share updates, and gather feedback.

Point-of-purchase plays a significant role in influencing customers to purchase high-margin products. Apple has established signature stores in upscale regional centers to promote iPhones and other products.

Direct marketing is employed by Apple to inform potential and existing customers about the latest iPhones. Emails are sent to target customers, providing them with details and encouraging them to visit the company's website. Apple communicates with customers in various languages and offers support and guidance on using their products.

Sales promotion tactics, such as targeted emails and incentives for upgrading iPhones, are used by Apple to increase demand. Promotional messages, rebates, reduced prices, and warranties are employed to entice customers to purchase iPhones.

Apple's retail stores provide an immersive experience for customers to interact with iPhones and other products. Knowledgeable sales representatives, who are passionate about the brand, assist customers in making informed decisions.

Under the leadership of Tim Cook, Apple has embraced sponsorship marketing and corporate social responsibility initiatives. Sponsorship of events like "American Idol" and the Super Bowl Host Committee have been utilized to increase brand visibility.

Public relations and publicity are leveraged by Apple during product launches. By creating buzz and providing early access to prominent bloggers and journalists, the company generates interest and excitement among the public, driving sales and garnering positive reviews.

1.2 Ayush Products

1.2.1. What are Ayush products?

The term AYUSH comes from the Sanskrit phrase "ayusmanbhava," which means having a long life.

Since ancient times, this phrase has been used to bless people with good health and longevity. Nowadays, AYUSH is a widely accepted term that refers to traditional and non-conventional systems of healthcare and healing. It includes practices like Ayurveda, Yoga, Unani, Naturopathy, Siddha, Sowa Rigpa, Homoeopathy, and more. The Commission for Scientific and Technical Terminology has officially recognized these practices under the umbrella of AYUSH.

These systems of medicine have been around since the dawn of human civilization and are known worldwide. They follow a holistic approach to healthcare and healing, providing time-tested methods for maintaining overall well-being.

Ayush originally stood for Ayurveda, Yoga, and Naturopathy, Unani, Siddha, and Homoeopathy. These are systems of medicine that originated in India and are widely practiced there, as well as in some neighboring Asian countries. Herbal medicines, also called botanical medicines, vegetable medicines, or phytomedicines. As defined by World Health Organization (WHO), herbal medicines are herbal materials, herbal preparations, and finished herbal products that contain as active ingredients parts of plants, or other plant materials, or combinations as active ingredients.

The medicines used in these systems are typically manufactured in India, following the standards and Good Manufacturing Practices outlined in the Drugs and Cosmetics Act of 1940 and its associated rules. However, due to regulatory requirements in the importing countries, these medicines are often exported as food or dietary supplements by the industry.

The effectiveness and safety of drugs and therapies used in various treatments are scientifically established through clinical validation conducted by the 5 Research Councils

under the Ministry of AYUSH. These councils include the Central Council for Research in Ayurvedic Sciences (CCRAS), Central Council for Research in Yoga & Naturopathy (CCRYN), Central Council for Research in Unani Medicine (CCRUM), Central Council for Research in Siddha (CCRS), and Central Council for Research in Homoeopathy (CCRH).

In March 1995, a department called the Department of Indian System of Medicine was established. Later, in November 2003, it was renamed as AYUSH (the acronym). This was done to give more attention to the development of these systems, especially in the presence of the well-established allopathic system of medicine.

In India, the coordination of AYUSH activities at the Union Government level was previously managed by the Department of AYUSH under the Ministry of Health & Family Welfare. However, in 2014, the Government of India established the Ministry of Ayush as a separate and independent ministry. The purpose of this new ministry is to revive the deep-rooted knowledge of traditional Indian systems of medicine and promote the optimal development and spread of Ayush healthcare systems.

Ayush products are therefore products like medicines, personal care items, health supplements body and beauty products, etc made with traditional Indian systems of medicine. They can take the form of tablets, churnas, oils, liquids, powders, creams, syrups, capsules, aerosol sprays, ointments, soaps, shampoos, balms, lozenges, granules, teas, honey, etc.

1.2.2. About the Ministry of Ayush

AYUSH is a holistic healthcare system that focuses on the overall well-being of individuals, including their physical, mental, social, and spiritual health. It is highly respected worldwide and is considered an integral part of many religious practices. The AYUSH system has been serving people globally since ancient times. Throughout history, governments and administrative authorities have supported and promoted the AYUSH system based on their needs. During the colonial period in India, these systems of medicine faced neglect, but after gaining independence, the Government of India started showing interest in AYUSH. In 1995, a separate department called the Department of Indian System of Medicine and Homoeopathy (ISM&H) was established to develop these systems. Later, in November 2003, the department was renamed as the Department of Ayurveda, Yoga, Naturopathy, Unani, Siddha, and Homoeopathy (Ayush) with the same purpose. Finally, on November 9, 2014, the Ministry of Ayush was formed by the Government of India with the vision of reviving the

deep-rooted knowledge of traditional Indian systems of medicine and ensuring their optimal development and widespread use in healthcare.

The Salient Objectives of the Ministry of Ayush are -

- To upgrade the educational standard of the Indian Systems of Medicine and Homoeopathy colleges in the country.
- To strengthen existing research institutions and to ensure time-bound research programs on identified diseases for which these systems have an effective treatment.
- To draw up schemes for cultivating, promoting, and regenerating medicinal plants that are used in these systems.
- To evolve Pharmacopoeial standards of Indian Systems of Medicine and Homoeopathy drugs.

On May 14, 2016, the Government of India and the World Health Organization (WHO) signed an agreement to work together on promoting the quality, safety, and effectiveness of traditional and complementary medicine services. This collaboration aims to support the implementation of the WHO Traditional and Complementary Medicine Strategy: 2014-2023 and promote traditional Indian Systems of Medicine worldwide. As part of this agreement from 2016 to 2020, the WHO will develop benchmark documents for training in Yoga and practice in Ayurveda, Unani, and Panchakarma. These benchmarks will help strengthen national capacities in ensuring the quality, safety, and effectiveness of traditional medicine. They will also assist in establishing regulatory frameworks for traditional medicine products and practices, as well as integrating them into national healthcare systems.

The National AYUSH Mission (NAM) was launched on September 15, 2014, as part of the 12th Plan. It aims to improve access to AYUSH services by increasing the number of AYUSH hospitals and dispensaries and ensuring the availability of AYUSH drugs and trained healthcare professionals.

Initiatives taken by MoA to promote Ayush globally:

The Government of India's Ministry of Ayush (MoA) has created a scheme called the Promotion of International Cooperation in AYUSH (IC Scheme) to enhance the global awareness and interest in AYUSH systems of medicine. The IC Scheme aims to promote, develop, and gain recognition for the AYUSH system of medicine internationally. It

encourages interaction among stakeholders and supports the market development of AYUSH products, services, education, research, and training on a global scale. Additionally, it facilitates academic collaborations and research by establishing AYUSH Academic Chairs in foreign countries and setting up AYUSH Information Cells abroad to provide accurate information about the AYUSH system to foreign communities.

Under the IC Scheme, AYUSH experts are sent to foreign countries to participate in international meetings, conferences, training programs, seminars, and special assignments related to the promotion and propagation of AYUSH systems, including Ayurveda. Financial assistance is also provided for presenting scientific research articles related to AYUSH at international conferences, workshops, seminars, and similar events.

The Ministry of Ayush provides incentives to AYUSH drug manufacturers, entrepreneurs, institutions, and hospitals for various purposes. Firstly, they are encouraged to participate in international exhibitions, conferences, workshops, seminars, road shows, trade fairs, etc., to raise awareness among the public about the AYUSH systems of medicine. Secondly, incentives are provided for the registration of AYUSH products with regulatory authorities in foreign countries such as USFDA, EMEA, UK-MHRA, NHPD (Canada), TGA, and others.

Thanks to the ministry's ongoing efforts, Ayurveda has gained recognition as a system of medicine in 16 countries, including Hungary, Switzerland, Cuba, Brazil, Nepal, Sri Lanka, Pakistan, Bangladesh, UAE, Oman, Saudi Arabia, Bahrain, Malaysia, Mauritius, Serbia, and Tanzania. In five European Union (EU) countries, namely Romania, Hungary, Latvia, Serbia, and Slovenia, Ayurvedic treatment is regulated.

Initiatives by Ministry of Ayush during Covid:

During the COVID-19 pandemic, the Ministry of Ayush took initiatives to spread awareness globally. They translated the AYUSH advisory into nine foreign languages, including Russian, Spanish, Japanese, Arabic, German, Portuguese, French, and English, and shared it across the world.

On July 22, 2021, an agreement known as a Memorandum of Understanding (MoU) was signed between the All India Institute of Ayurveda (AIIA) in New Delhi, India, and the London School of Hygiene and Tropical Medicine in the United Kingdom. The purpose of this collaboration is to conduct a study on the potential use of Ashwagandha in promoting recovery from COVID-19 in the UK.

Similarly, on June 15, 2021, another MoU was signed between AIIA in New Delhi, India, and Frankfurter Innovationszentrum Biotechnologie GmbH (FIZ) in Frankfurt, Germany. The objective of this collaborative research study is to understand the molecular mechanism of Guduchyadi tablets in combating COVID-19 infection through in vitro and in vivo studies.

In February 2021, an AYUSH-PHFI research project/study called "Assessment of integration of Ayush into the public health system for combating COVID-19" was launched. The aim of this project is to evaluate the integration of Ayush (traditional Indian systems of medicine) into the public health system as a means to combat COVID-19.

Collaborations with WHO and Ministry of Ayush

The Ministry of Ayush, in collaboration with the World Health Organization (WHO), is establishing the world's first and only Global Centre for Traditional Medicine (WHO GCTM). On April 19, 2022, the foundation stone of the WHO GCTM was laid by Prime Minister Shri Narendra Modi in Jamnagar, India. The ceremony was attended by the Prime Minister of Mauritius, Mr. Pravind Kumar Jugnauth, and Dr. Tedros Ghebreyesus, the Director General of WHO. The purpose of this center is to harness the potential of traditional medicine by combining it with advancements in technology and evidence-based research. The WHO GCTM will focus on four key areas: gathering evidence and knowledge, utilizing data and analytics, promoting sustainability and fairness, and fostering innovation and technology. The ultimate goal is to maximize the role of traditional medicine in improving global health.

The Ministry of Ayush is also undertaking countless initiatives to promote Ayush in India which measures like the Ayush mark (showing genuineness and certification of Ayush products) as well as the Ayush visas (for foreigners seeking traditional treatments in India), to name a few.

1.2.3. Ayush market in India

The 'Vocal for Local' initiative by Prime Minister Narendra Modi has given a boost to traditional practices in India, which have a long history of benefiting people's lives.

According to a research report by the Forum on Indian Traditional Medicine (FITM), the Ayush industry's market size was $18.1 billion in 2020, compared to $2.85 billion in 2014-15. In their year-end report for 2021, the Ministry stated that the Ayush market size grew by

17% from 2014 to 2020, reaching $18.1 billion, despite the economic slowdown caused by the pandemic. It is projected to reach $20.6 billion in 2021 and $23.3 billion in 2022. The market size is further projected to reach 23.3 billion USD despite the havoc wreaked by the pandemic (Research and Information System for Developing Countries, 2021). India has seen faster growth in the global Ayush market and currently holds approximately 2.8% of the market share, which is expected to remain stable despite possible production disruptions. The increasing acceptance of Ayurveda and other traditional medicinal practices has boosted the Ayush sector globally, and it is expected that the Indian Ayush sector will have a market share of at least $23 billion by 2023.

According to a research report by Modor Intelligence, the Ayush and alternative medicine industry in India is expected to grow at a CAGR of 8.6% during the period from 2018 to 2028. The demand for Ayurvedic products to enhance immunity increased during the pandemic, driven by the Ministry of Ayush's recommendations to combat COVID-19. Furthermore, the export value of Ayurvedic and herbal products from India increased from $539.88 million in 2020-21 to $612.83 million in 2021-22, according to the Department of Commerce. Leading brands in the Ayush and Alternative Medicine Market include Dabur India Limited, Himalaya Wellness, Sydler Remedies Pvt Ltd, Baidyanath, and Patanjali Ayurved Limited.

1.3. Theory of Planned Behaviour

The Theory of Planned Behavior (TPB) was originally called the Theory of Reasoned Action and was developed in 1980 to predict why individuals intend to engage in a specific behavior at a particular time and place. The theory aims to explain behaviors that people can control. The main factor in this model is behavioral intent, which is influenced by how likely the person thinks the behavior will lead to the expected outcome and their assessment of the risks and benefits involved.

The TPB has been successfully used to predict and understand various health behaviors and intentions such as smoking, drinking, using healthcare services, breastfeeding, and substance use. According to the TPB, achieving a behavior depends on both motivation (intent) and ability (behavioral control). It distinguishes between three types of beliefs: behavioral beliefs, normative beliefs, and control beliefs.

According to the Theory of Planned Behavior, three factors influence the intention to make a purchase and, consequently, the actual purchase itself. These factors are consumer attitudes, subjective norms, and perceived behavioral control. Consumer attitude refers to how you feel about something. If you believe that a behavior will positively impact your life, you are more likely to engage in that behavior. Subjective norms consider the opinions of others in your social circle, particularly those you interact closely with. Your behavior is influenced to some extent by what these people think. Perceived behavioral control assesses whether you believe you have the necessary tools or means to perform the behavior.

The Theory of Planned Behaviour is used by marketers to predict and understand the behaviour of the customer. The researcher also proposes an extension of the Theory of Planned Behaviour (TPB) to denote the effect of IMC elements on Purchase Intention through factors like Consumer Attitude and Subjective Norms of the Theory of Planned Behaviour. This research considers the Theory of Planned Behaviour from a more initial stage to evaluate how IMC influences Consumer Attitude and Subjective Norms. All these factors are incorporated in an extended model of Theory of Planned Behaviour.

The focus of this research is Ayush products. While a vast majority of people turn towards Allopathy and other medical advancements in the West, the Ministry of Ayush was formed in 2014 with the intention of reviving the profound knowledge of our ancient systems of medicine and propagate Ayush systems globally.

1.4. Problem Statement

The increasing prominence of Ayush products in the healthcare and wellness sector necessitates a comprehensive examination of the role played by Integrated Marketing Communication (IMC) in shaping consumer Purchase Intention. This research seeks to unravel the intricate dynamics between IMC strategies employed by Ayush product companies and the resultant impact on consumers' intent to purchase. Key questions guiding this investigation include the identification of optimal marketing channels for enhanced outcomes, an assessment of the effectiveness of various channels in reaching the target audience, and an exploration of how IMC strategies have contributed to the success of Ayush product companies.

Furthermore, the research aims to uncover the specific ways in which IMC influences consumer behavior in the context of Ayush products. By delving into the different facets of IMC campaigns, this study intends to provide valuable insights into the mechanisms through which Ayush product companies can tailor their communication strategies to optimize consumer engagement and foster purchase intent. This research not only addresses a critical gap in the existing literature but also offers actionable recommendations for marketers seeking to refine their IMC approaches in the ever-evolving landscape of Ayush products and holistic healthcare.

2. Review of Literature

2.1 IMC

The concept of Integrated Marketing Communication (IMC) gained momentum in the 1980s (Schultz et al., 1993). Even today, IMC is seen as a way of managing and growing a company's range of marketing communication channels (Duncan, 2002).

While there is no generally accepted definition of IMC (Wolter, 1993; Miller and Rose, 1994; Drobis, 1998; Grunig and Grunig, 1998; Spotts et al., 1998; Cornelissen and Lock, 2000; Cornelissen, 2003); a number of authors consider it to be an emerging discipline or concept (Kim, Han and Schultz, 2004; Kitchen, Kim and Schultz, 2008).

IMC is defined as 'the concept of marketing communication planning that combine and evaluate strategic role of different communication discipline to get the clarity, consistency and greater impact.' (Schultz, 1993). IMC can also be defined as 'an IMC program plans and executes various marketing activities with consistency so that its total impact exceeds the sum of each activity.' (Raman and Naik, 2005).

In the competitive business environment, IMC is seen as a key advantage in many organisations (Kitchen and Schultz, 2001; Weilbacher, 2001; Smith, 2002). This is because applying IMC not only increases sales and profits, but also saves time, money and stress. (Smith, 2002).

IMC v/s Traditional Market Communication:

Integrated Marketing Communication	Traditional Marketing Communication
Synergy Function: Integrated into one	Isolated function: Partitioning
Customer-Oriented: Start with the customer needs and wants	Organization-Oriented: start with the goals and product
Coherent communication programs	Breaking communication programs
Brand/Relationship building objective	Short-term sales objective
Targeted to stakeholder segment	Widespread audience

Source: Integrated Marketing Communication (http://www.v5.books.elsevier.com/bookscat/samples/9780750663618/9780750663618.PDF)

There are 5 factors to measure the effectiveness of any IMC program - 1- Customer responses, 2- Market performance, 3- Brand exposures, 4- Communication effect and 5- Channel support. (Vantamay, 2011). Customer Response includes indicators like brand loyalty, customer satisfaction, brand extension, brand referrals and brand preference. Market performance comprises of indicators like sales growth, market share growth, ability to command premium price, profitability and sales income. The indicators such as personal contacts, mass media exposure and contact points exposure show Brand exposure. Communication effect consists of indicators like brand knowledge, brand attitude, brand awareness, and purchase intention. Lastly, Channel Support is indicated by level of channel cooperation.

IMC consists of a mix of tools such as advertising, public relations, sales promotion and direct marketing, etc. Instead of only relying on media advertising to connect with the target audience, IMC works with a combinations of channels such as advertising, public relations, sales promotion, direct marketing, sponsorship, word-of-mouth, personal communication, etc. However, it is important to emphasize that modern day IMC is considered incomplete without SM promotion. (Rehman et. al, 2022)

2.2 Ayush Products:

The Government of India has been taking various measures to improve the domestic and global exposure of Ayush products. These efforts have become more prominent since the birth of the Ministry of Ayush in 2014. In the past few years, Federation of Indian chamber of commerce and Industries (FICCI) and Confederation of Indian Industry (CII) have also been conducting exhibitions, conferences, summits on themes surrounding the Ayush industry. (CII, 2018). There is also an agreement signed between Ministry of Ayush and World Health Organization (WHO) to establish the Global Centre for Traditional Medicine (GCTM) in

Gujarat (WHO, 2022) To increase consumer trust, the Quality Council of India (QCI) has also introduced the Ayush Premium Mark which has been availed by about 60 companies. (Ghate & Wele, 2022)

Ayush products consist of herbal medicines which could be in the form of powders, tablets, capsules, creams, prash, oils, medicinal and aromatic herbs, flowers, spices, tinctures, processed foods etc. Throughout the world, we now see a shift towards natural products as compared to chemical based ones. Besides the quality of the product, attractive packaging, timely availability and increased advertising has contributed to the success of the Ayush industry in the domestic and global market. Apart from medicines, the industry also consists of wellness products comprising of items for personal care, body and beauty with a large number of brands entering this segment. Lastly the Ayush industry also focuses on medical tourism with many states of India branded as resorts, retreats, wellness centres and hospitals for treatment based on Ayush.

Ayurveda, a system of medicine originating about 5000 years ago (IIED and ETS, 2002), is one of the components of the Ayush segment which is a system predominantly seen in India (Morgan, 2002). It adopts a traditional approach to healing and with a holistic perspective for a healthy mind, body and soul. There is an increasing shift towards such herbal products due to the rising cost of modern medicines (Sharma et. al., 2008) and which are also less damaging that chemical products with a number of customers showing brand loyalty. (Vaish, 2006). The shift is so evident that customers are willing to pay a premium to avail of such products. (Makkar et. al., 2007). In organisations, 72% employees are said to move towards traditional treatments like naturopathy, massage, acupuncture and acupressure. (The Associated Chambers of Commerce and Industry of India, 2012). Consumers in rural areas show more trust in nature based (Ayush) products as they relate it to indigenous treatment. (Sawant, 2013). Misra et. al. (2020) cited Chandiralekha and Hamsalakshmi (2016) on some reasons for increased brand preference towards Ayurvedic products being the use of natural ingredients and the health benefits.

2.3 Theory of Planned Behaviour

The Theory of Planned Behaviour is the most widely known extension of the TRA, and was proposed by Ajzen in 1985. One can accurately predict people's intentions to engage in various behaviors by considering their attitudes towards the behavior, subjective norms, and

perceived behavioral control. These intentions, along with the person's perception of their ability to perform the behavior, greatly influence their actual behavior (Ajzen, 1991).

Similar to the theory of reasoned action, the theory of planned behavior also emphasizes the importance of an individual's intention to perform a specific behavior. Intentions are seen as representing the motivation and effort individuals are willing to put into carrying out the behavior. Generally, the stronger the intention to engage in a behavior, the more likely the behavior is to be performed. (Ajzen, 1991).

The theory of planned behavior (TPB) has found extensive application in predicting and understanding human behavior across various fields. It has been used to gain insights into behavior in diverse areas and contexts. (Khibran, 2019; Haro, 2021; Simanjuntak, 2022; Suleman et al., 2021).

A study by Sultan et al., (2020) using TBP investigated factors such as attitudes, subjective norms, and perceived behavioural control. In this study, the theory of planned behavior (TPB) was expanded by including the variable of price. It was observed that organic food, which is typically priced higher, is often considered a marker of quality. This research demonstrated that promoting environmental responsibility can lead to increased awareness and consumption of organic food. Environmental responsibility was found to have a positive influence on environmental awareness and organic consumption intentions. Additionally, environmental concern was shown to positively impact organic consumption intentions and partially mediate the relationship between environmental responsibility and organic consumption intentions.

The study also found that price sensitivity has a negative moderating effect on the relationship between environmental responsibility, environmental concern, and organic consumption intentions. In other words, individuals who are more sensitive to price are less likely to be influenced by environmental responsibility and concern when it comes to their intentions to consume organic products. (Sultan et. al., 2020)

Intention is a direct factor that influences consumption behavior. (Silva et al., 2019). In other words, when individuals have a strong intention to engage in a particular behavior, such as consuming a certain product or service, they are more likely to actually follow through and

engage in that behavior. Intention serves as a precursor to actual behavior and can be a reliable predictor of whether someone will engage in a specific consumption behavior or not. The consumer's intention to engage in a behavior is seen as a significant factor that influences their future behavior.

TPB is a theory that contains three independent conceptual determinants such as: a) attitudes towards behaviour, b) subjective norms and c) perceived behavioral control (PBC), and all lead to the formation of "purchase intentions" which in turn affect consumption behaviour (Latip et al., 2021; Ertz et al., 2016). The Theory of Planned Behavior (TPB) has been employed in the retail food industry to elucidate consumer purchase intentions. (Haro, 2021; Istiasih & Fiantika, 2021).

According to the TPB, individuals are more likely to engage in a behavior if they hold a positive attitude towards it, if they are influenced by those around them to perform the behavior, and if they possess the capability to carry out the behavior. (Ajzen, 1991). Consumer attitudes towards the purchase of organic halal food, whether positive or negative, are believed to have an impact on their intentions to engage in consumption behavior. (Ariffin et al., 2019; Toong & Khatibi, 2020).

The term "subjective norm" refers to the perceived social pressure that influences an individual's decision to perform or not perform a particular behavior. These norms are based on the opinions and beliefs of people who hold significance in the individual's life, such as family members, colleagues, or close friends. If a consumer believes that the important people in their life agree or disagree with a specific behavior, it can influence their intention to engage in that behavior. (Wan et al., 2017; Sivrikaya & Pekerşen, 2020;Ajzen, 1991).

2.4 Review of Literature Table comparing similar studies on TPB

Sr. No	Reference	Topic	Variables under study	Research Gap
1	(Aseri & Ansari, 2023)	Purchase Behaviour of Green Footwear in Saudi Arabia Using Theory of Planned Behaviour	Environmental consciousness and health consciousness	1) Focus on green footwear only. 2) Limited geography
2	(Ogie	Factors influencing	Green behaviour, green	1) Convenience

	mwonyi, 2022)	generation Y green behaviour on green products in Nigeria: An application of theory of planned behaviour	behavioural control, green product trust, green product value, green environmental awareness, and green price sensitivity.	sampling approach not representing entire Gen Y. 2) Limited geography. 3) Limited to Gen Y. 4) Constructs of mediation effects could be considered.
3	(Masukujjaman et. al., 2022)	Green Home Buying Intention of Malaysian Millennials: An Extension of Theory of Planned Behaviour	Green Building Knowledge, Environmental Concern, Reasonable Price, Perceived Value	1) Limited geography 2) Longitudinal survey could be considered. 3) Other variables such as facilitating conditions, perceived risk, willingness to pay should be considered. 4) Focus on green home buying
4	(Zhou et. al., 2022)	The survey dataset of The Influence of theory of planned behaviour on purchase behaviour on social media	Hedonic attitude, price, availability	1) Limited geography. 2) Not specific to any product category.
5	(Qi & Ploeger, 2021)	Explaining Chinese Consumers' Green Food Purchase Intentions during the COVID-19 Pandemic: An Extended Theory of Planned Behaviour	Moral attitude, health consciousness, and the impact of COVID-19 (IOC)	1) Limited geography 2) Focus on green food sector 3) Consumers without internet access were not included in the sample. 4) Role of food information must be considered as a variable.
6	(Wang et. al., 2021)	Psychological Drivers of Hotel Guests' Energy-Saving Behaviours—Empirical Research Based on the Extended Theory of Planned Behaviour	Personal norms, past behaviours, and self-determined motivation	1) Specific to the hospitality industry. 2) Limited geography.
7	(Pérez et. al., 2020)	Intention to purchase green products according to the Theory of Planned Behaviour: Incorporation of the moral obligation to the model	Moral obligation	1) Consideration of school students. 2) Limited geography (Mexico)
8	(Bhavana &	Extending the Theory of Planned Behaviour to	Environmental consciousness, energy	1) Focus on energy conservation 2)

	Shiromi, 2020)	Explain Energy Saving Behaviour	saving behaviour, intentions of saving energy, consideration of future consequences	College students surveyed. 3) Limited geography (Rajasthan)
9	(Hamilton & Smit, 2018)	Consumer intention to purchase green vehicles in the South African market: A theory of planned behaviour perspective	Moral obligation	1) Limited geography 2) Focus on green vehicles 3) Limited sample size 4) Insights related to demographic profiles could have been considered.
10	(Sanne & Wiese, 2018)	The theory of planned behaviour and user engagement applied to Facebook advertising	The primary objective is to test the validity of the TPB by measuring attitudes towards, social norms of, perceived behavioural control (PBC) of, behavioural intent to and actual engagement with Facebook advertising.	1) Focus on Facebook advertising for varied product categories. 2) Limited geography 3) Non probability sampling skewed towards older age group
11	(Issa & Hamm, 2017)	Adoption of Organic Farming as an Opportunity for Syrian Farmers of Fresh Fruit and Vegetables: An Application of the Theory of Planned Behaviour and Structural Equation Modelling	Farmers' characteristics, farm characteristics, general attitudes about organic farming, current practives on the farm, past experiences	1) Limited geography 2) Focus on Organic Farming
12	(Macovei, 2015)	Applying the Theory of Planned Behavior in Predicting Proenvironmental Behaviour: The Case of Energy Conservation	Awareness of consequences and need of energy conservation, intention to conserve energy, pro environmental behaviour	1) Focus on Energy Conservation 2) Limited sample size 3) Limited geography
13	(Menozzi et. al., 2015)	Explaining Vegetable Consumption among Young Adults: An Application of the Theory of Planned Behaviour	Gender, Age, Place of origin, living with family, BMI, food shopping responsibility, cooking meals, physical activity	1) Focus on Young Adults and highly educated segment 2) Focus on Vegetable Consumption 3) Limited Geography
14	(Hoppe et. al., 2013)	Consumer behaviour towards organic food in porto alegre: an application of the theory of planned behaviour	Frequency of consumption, beliefs, attitudes towards buying organic food, values	1) Limited geography 2) Based on a non probability sample 3) Focus on organic products 4) Multivariate statistical analysis could be applied.

2.5 Bibliometric Analysis

The researcher downloaded 2061 papers from Scopus database using the String : (TITLE-ABS-KEY ("Ayush products" OR "Herbal products" OR "Ayurvedic products" OR "Natural products" OR "Organic products") AND TITLE-ABS-KEY ("Marketing" OR "Advertising" OR "Sales" OR "Promotion") OR TITLE-ABS-KEY ("Theory of Planned Behaviour") OR TITLE-ABS-KEY ("Integrated Marketing Communication"))

While searching the Scopus database, it was also observed that 1,28,840 papers were written on the keywords "Ayush products" OR "Herbal products" OR "Ayurvedic products" OR "Natural products" OR "Organic products"

Since the research involves marketing of Ayush products, the search was narrowed further. While there were 18,979 papers concerning the subject of Theory of Planned Behaviour, there were only 43 papers on (TITLE-ABS-KEY ("Ayush products" OR "Herbal products" OR "Ayurvedic products" OR "Natural products" OR "Organic products") AND TITLE-ABS-KEY ("Theory of Planned Behaviour"). Further, there were only 5 papers covering Integrated Marketing Communication AND Theory of Planned Behaviour. This points to a significant research gap.

The bibliometric analysis of 2061 papers downloaded from Scopus data was conducted using the software VOSViewer and is mentioned below.

Figure 1 shows the broad co-occurence of keywords for papers downloaded using the string mentioned above. The keywords like marketing, organic products, ayurveda, traditional medicine are a very small part of the network diagram.

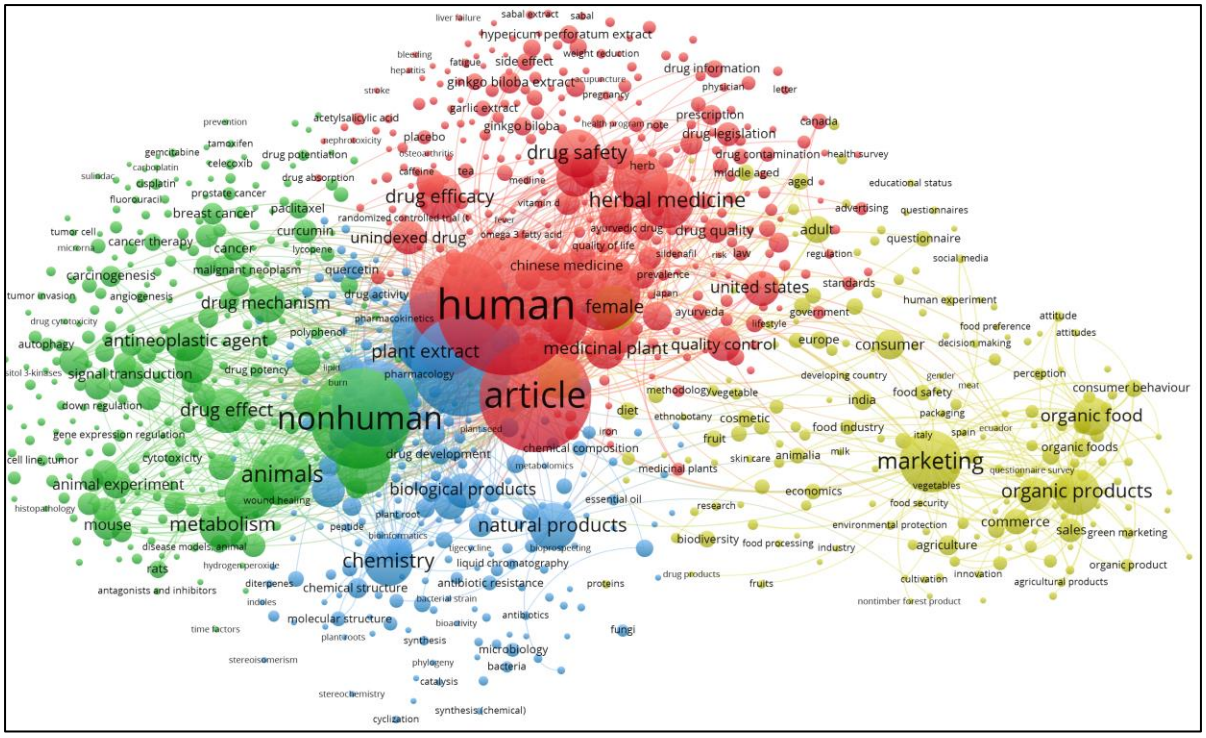


Figure 1: Network Map showing Co-Occurrence

Figure 2 shows the network map closer for co-occurence of keywords - marketing and organic products and organic food. It also shows Theory of Planned Behaviour as a small component with its link to organic food.

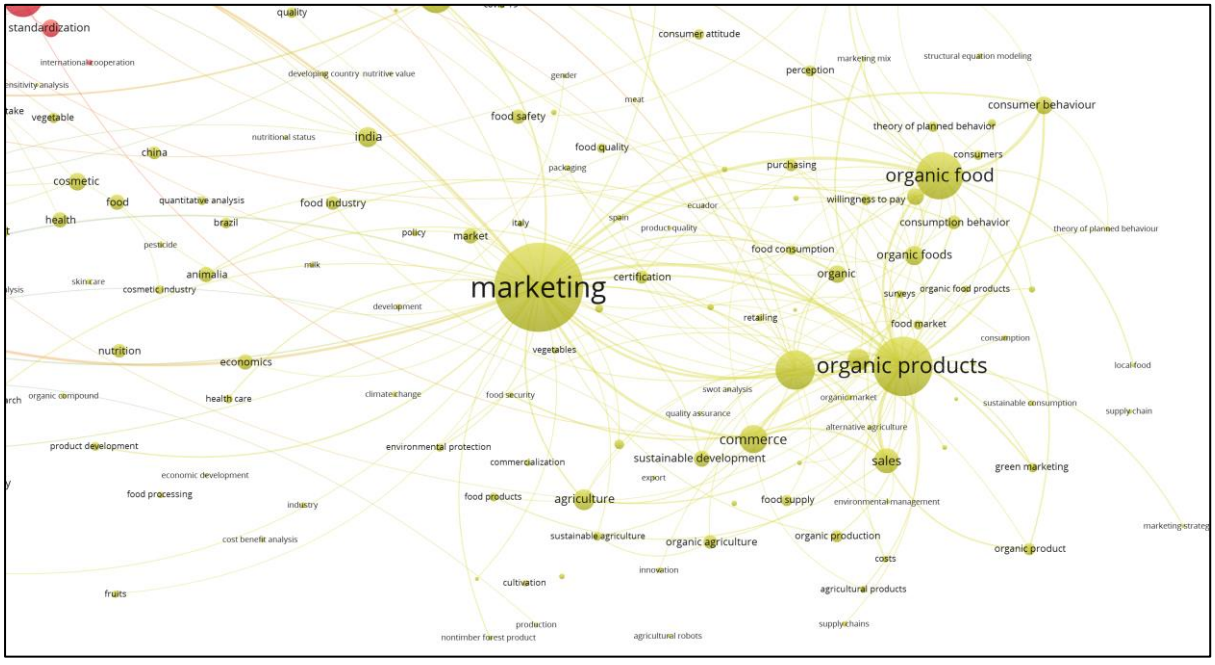


Figure 2: Network Map of co-occurrence with marketing and organic products

Figure 3 shows co-occurence of keywords like herbal medicine, alternative medicine, etc. and figure 4 shows co-occurence of keywords like ayurveda and traditional medicine. It is important to note the size of the ayurveda keyword in figure 4.

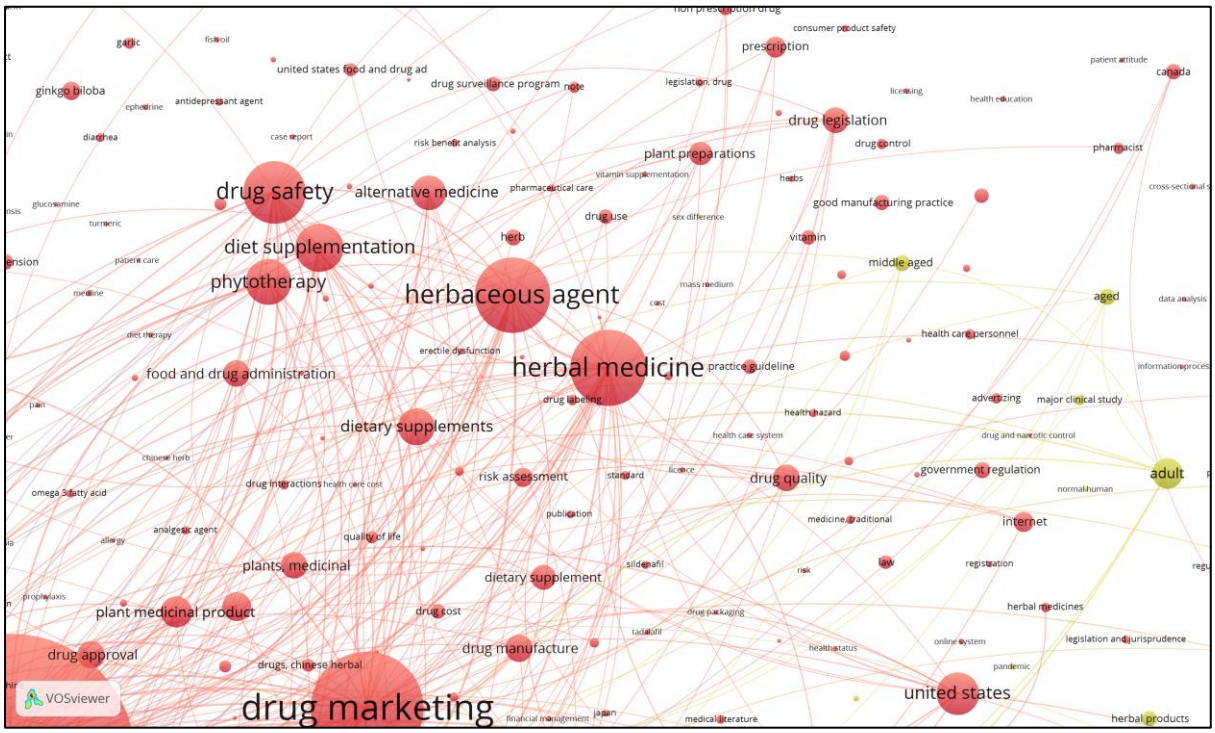


Figure 3: Network Map of co-occurrence surrounding ‘herbal medicine’

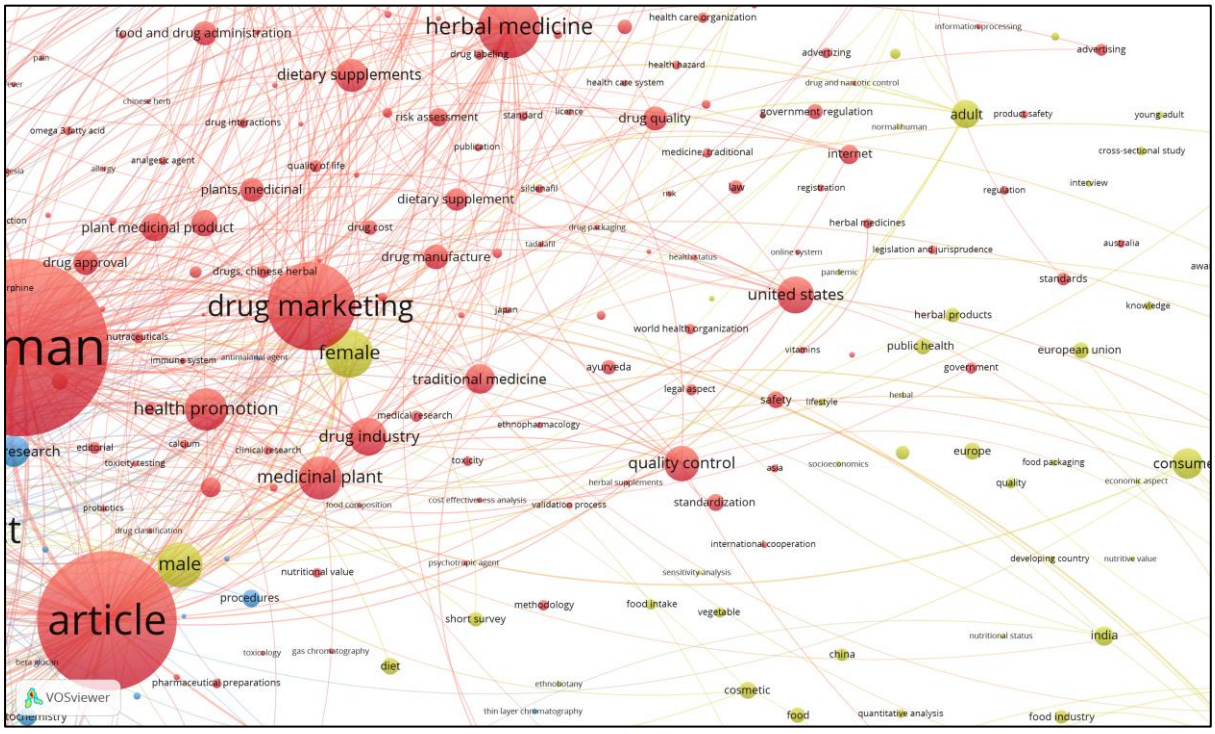


Figure 4: Network Map of co-occurrence surrounding ‘traditional medicine’

Figure 5 shows country-wise co-authorship with United States being the largest bubble with 431 documents and India being the second largest with 224 documents. India and United States have a link strength of 5.20.

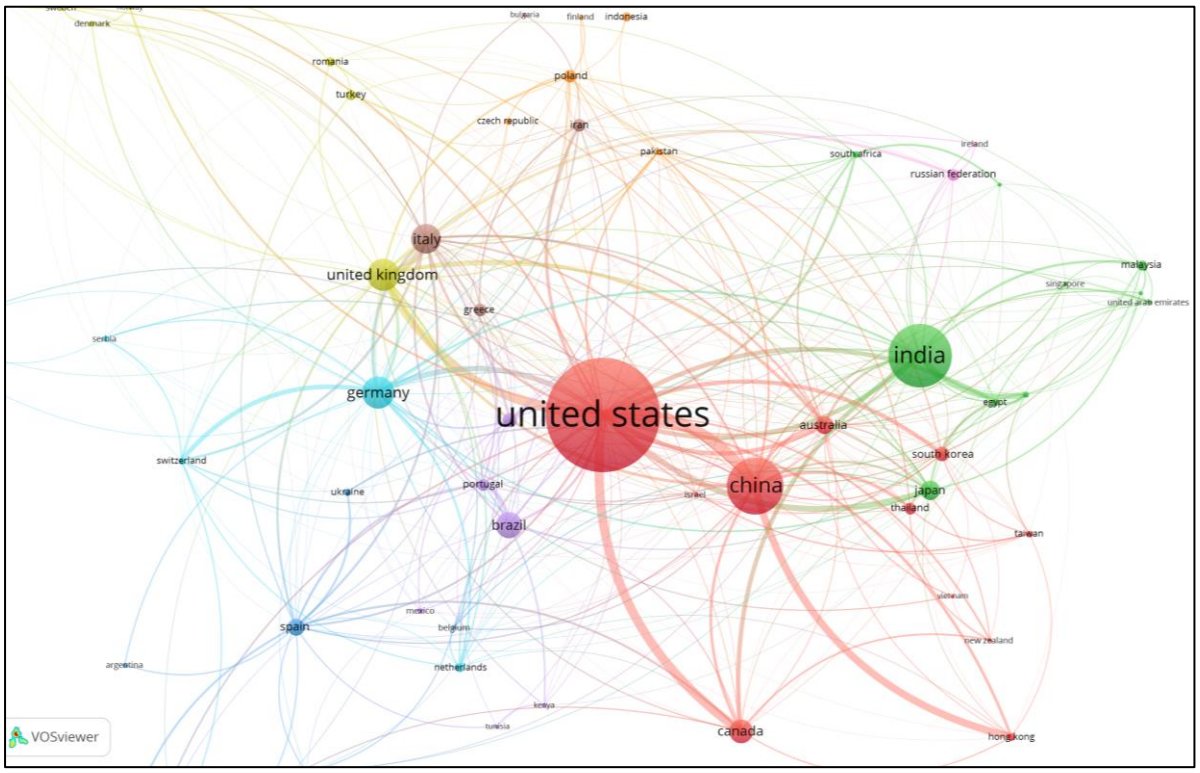


Figure 5: Network Map showing Country-wise Co-authorship.

3 Research Gaps

The existing literature evaluates Integrated Marketing Communication and Ayurvedic Products as individual subjects of study. Existing research is being carried out from a single stakeholder's perspective i.e. the companies' or consumer's perspective. This study will fill the research gap as it will encapsulate four different perspectives i.e. the consumer, the Ayush product manufacturers, the doctors learning Ayush systems of traditional Indian medicine, the Government perspectives where policies are formulated and decisions are made for the progress of the Ayush industry as a whole.

This is also the first research of its kind to understand purchase intention towards Ayush products with the help of the Theory of Planned Behaviour. Since Ayush products are extremely pertinent to India, this research looks at the Ayush market specifically in India as there are very few studies on the same.

While searching the Scopus database, there were 18,979 papers concerning the subject of Theory of Planned Behaviour, there were only 43 papers on (TITLE-ABS-KEY ("Ayush products" OR "Herbal products" OR "Ayurvedic products" OR "Natural products" OR "Organic products") AND TITLE-ABS-KEY ("Theory of Planned Behaviour"). Further, there were only 5 papers covering Integrated Marketing Communication AND Theory of Planned Behaviour. This points to a significant research gap.

4 Research Questions & Objectives

4.1 Research Questions:

- Which marketing channels must companies invest more for better results?
- Which marketing channels are more effective to reach the consumers?
- How has IMC helped companies?
- How is IMC of Ayush products influencing purchase intention of the consumer?

4.2 Research Objectives:

- To evaluate the impact of IMC elements on purchase intention of Ayush products.

The findings can guide marketers and organizations in using the right mix of IMC elements to develop more impactful marketing communication campaigns, enhancing brand perception, and ultimately increasing consumers' purchase intention for Ayush products.

- To understand what IMC elements are significant in influencing consumer shift towards Ayush products

Understanding the factors that drive consumer choice towards Ayush products empowers marketers to develop effective strategies, drives product innovation, expands market opportunities, and enables policymakers to make informed decisions regarding education, regulation, and healthcare policy.

- To understand the impact of IMC elements on Brand Awareness leading to Consumer Attitude and Purchase Intention.

Understanding how specific IMC elements influence Brand Awareness can help marketers identify the most effective channels and messaging strategies. This knowledge

allows for targeted campaigns that resonate with the target audience, leading to increased consumer awareness, positive attitudes, and, ultimately, a higher likelihood of purchase.

- To understand the impact of IMC elements on Brand Image leading to Consumer Attitude and Purchase Intention.

Investigating the impact of IMC on Brand Image provides insights into how Ayush products are perceived. Marketers can use this information to refine visual and textual content, ensuring that it aligns with the desired brand image. A positive brand image enhances consumer attitudes and, consequently, influences their intentions to purchase Ayush products.

- To understand the impact of IMC elements on Brand Equity leading to Consumer Attitude and Purchase Intention.

By examining the role of IMC in building Brand Equity, marketers gain a strategic understanding of the elements contributing to brand value. This knowledge allows for the development of targeted communication strategies that enhance brand equity and positively influence consumer attitudes and purchase intentions over the long term.

- To understand the impact of IMC elements on Brand Trust leading to Consumer Attitude and Purchase Intention.

Investigating how IMC elements contribute to building Brand Trust is crucial for cultivating long-term consumer loyalty. When consumers trust the brand, they are more likely to have positive attitudes and a higher propensity to make purchase decisions. This objective provides actionable insights for fostering trust through targeted communication strategies.

- To understand the impact of IMC elements on Price Value leading to Consumer Attitude and Purchase Intention.

Analyzing the impact of IMC on consumers' perceptions of Price Value allows marketers to optimize pricing communication. By highlighting value propositions effectively, Ayush products become more appealing, positively influencing consumer attitudes and increasing the likelihood of purchase. This understanding guides strategic pricing decisions aligned with consumer expectations.

- To understand the impact of IMC elements on Perceived Health Benefits leading to Consumer Attitude and Purchase Intention.

Investigating how IMC elements shape perceptions of health benefits allows marketers to communicate these attributes effectively. Understanding the link between health-related communication and consumer attitudes aids in crafting compelling messages that resonate with health-conscious consumers, ultimately driving purchase intention in the Ayush product market.

5 Theoretical Framework & Hypotheses Development

5.1 Core Concepts:

5.1.1 Ayush Products

Inkeeping with the scope of Ayush as a traditional and non-conventional system of Indian medicine, Ayush products are defined as medicinal, herbal, natural products manufactured largely from the ancient sciences of Ayurveda, Siddha and Unani for healthy, hygienic living and wellness for state of mind. Apart from medicines, the industry also consists of wellness products comprising of items for personal care, body and beauty with a large number of brands entering this segment.

5.1.2. Integrated Marketing Communication

Based on the review of literature, Integrated Marketing Communication can be defined in a comprehensive manner that portrays a consistent brand message throughout all the channels received by a customer. It includes elements such as Social Media Ads, Print Ads, Radio Ads, TV Commercials, Hoardings, PR, Sales Promotion, Trade-fairs and Events

5.1.3 Theory of Planned Behaviour:

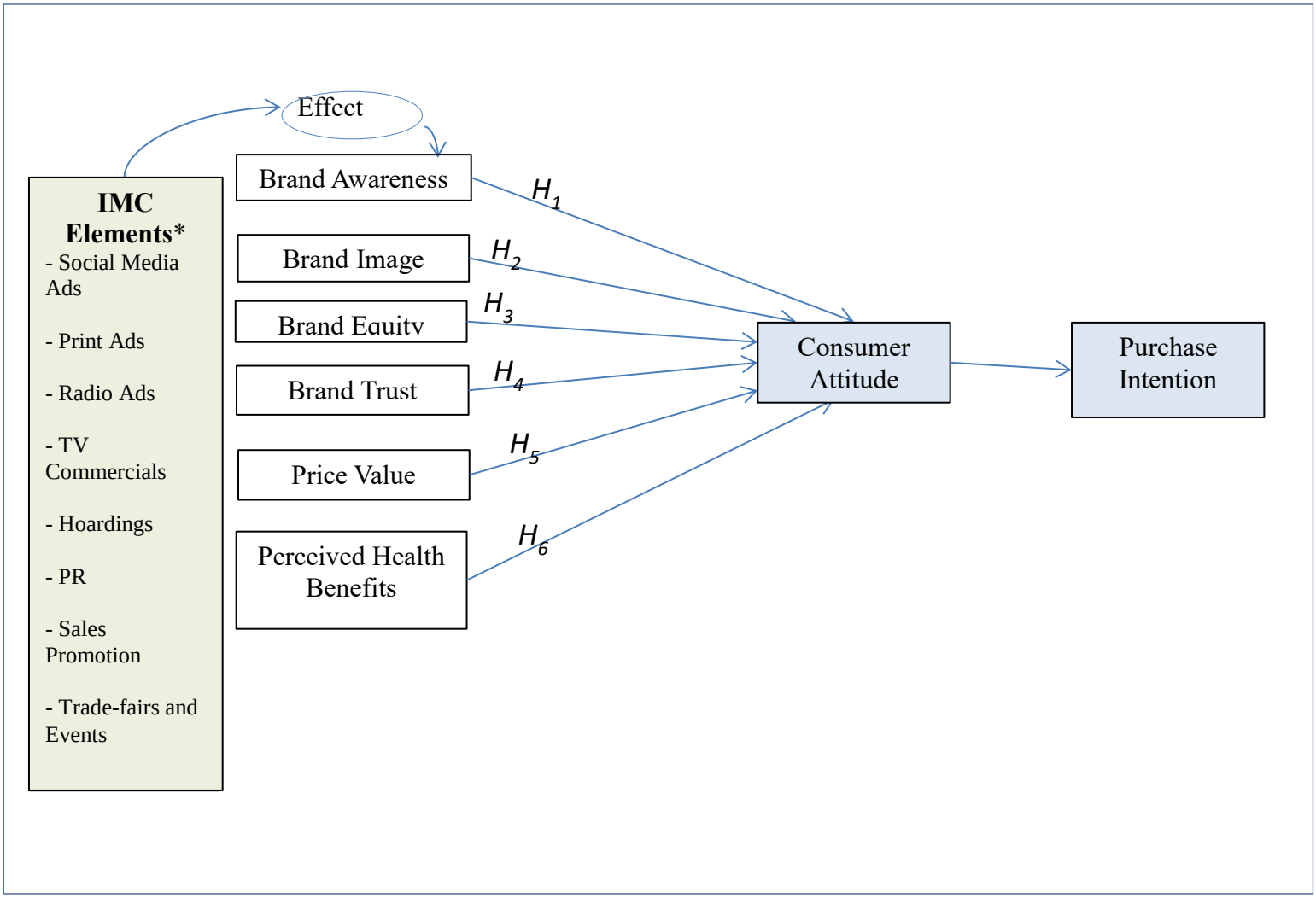
Theory of Reasoned Action (Ajzen & Fishbein, 1977) and Theory of Planned Behaviour (Ajzen, 1991) are important in explaining behavioural intention in social science. Theory of Planned Behaviour is widely used to explain behavioural (Armitage & Conner, 2001). Theory of Planned Behaviour mentions three factors:

Attitude: Attitude shows one's understanding of a behaviour, i.e. bad/good or positive/negative (Ajzen, 1991).

Subjective Norm: Subjective norm measure the extent to which social perception motivates a person to perform a certain behaviour (Ajzen, 1991; Kim & Chung, 2011)

Perceived Behavioural Control (PBC): PBC refers to one's perception of the level of difficulty towards exhibiting a particular behaviour (Ajzen, 1991).

5.2 Proposed Model: Adopted Version of Theory of Planned Behaviour with IMC Elements



IMPACT OF IMC OF AYUSH PRODUCTS ON PURCHASE INTENTION: AN EXTENSION OF THEORY OF PLANNED BEHAVIOUR

* IMC Elements include Social Media Ads, Print Ads, Radio Ads, TV Commercials, Hoardings, PR, Sales Promotion, Trade-fairs and Events

The intent of this research paper is to understand the factors influencing consumer attitude (which is highlighted in TPB) which then eventually influence purchase intention. It is intended to explore how IMC elements like Social Media Ads, Print Ads, Radio Ads, TV

Commercials, Hoardings, PR, Sales Promotion, Trade-fairs and Events have an influence on factors like brand awareness, brand image, brand equity, brand trust, price value and perceived health benefits which then have an effect on consumer attitude to then influence purchase intention.

5.3 Variables and Hypotheses

The paper accordingly mentions the other variables that affect purchase intention. They are as follows:

- Brand Awareness:

Brand Awareness refers to the "familiarity of consumers with a particular product or service." (Investopedia, 2022). Brand awareness refers to the extent to which consumers are familiar with a brand and can recognize and recall it when prompted. It represents the level of visibility and recognition a brand has among its target audience. Brand awareness is crucial for building and maintaining a strong brand identity, as it establishes the foundation for consumer trust and loyalty.

H_{01} – There is no impact of IMC elements on Brand Awareness which is leading to Consumer Attitude and Purchase Intention.

H_1 - There is an impact of IMC elements on Brand Awareness which is leading to Consumer Attitude and Purchase Intention.

- Brand Image:

Brand Image can be defined as "the observations around a brand as reflected by the brand association held in consumer's memory." (Keller, 1993). Brand image refers to the overall perception and impression that consumers have of a brand. It represents the collective associations, beliefs, and attitudes that consumers develop based on their interactions and experiences with the brand.

H_{02} – There is no impact of IMC elements on Brand Image which is leading to Consumer Attitude and Purchase Intention.

H_2 - There is an impact of IMC elements on Brand Image which is leading to Consumer Attitude and Purchase Intention.

- Brand Equity

Brand Equity is “the differential effect of brand knowledge on consumer response to the marketing of the brand” (Keller, 1993). Brand equity refers to the intangible value and assets that a brand possesses, which contribute to its strength and competitiveness in the marketplace. It represents the overall worth and perception of a brand beyond its tangible attributes.

H_{03} – There is no impact of IMC elements on Brand Equity which is leading to Consumer Attitude and Purchase Intention.

H_3 - There is an impact of IMC elements on Brand Equity which is leading to Consumer Attitude and Purchase Intention.

- Brand Trust

Brand Trust is “the willingness of the average consumer to rely on the ability of the brand to perform its stated function” (Chaudhuri & Holbrook, 2001). Brand trust refers to the confidence, reliability, and belief that consumers have in a brand. It represents the degree to which consumers perceive a brand to be dependable, authentic, and capable of delivering on its promises. Trust is a critical factor in building and maintaining strong relationships between brands and consumers.

H_{04} – There is no impact of IMC elements on Brand Trust which is leading to Consumer Attitude and Purchase Intention.

H_4 - There is an impact of IMC elements on Brand Trust which is leading to Consumer Attitude and Purchase Intention.

- Price Value

“Price Value is the "consumers' cognitive trade-off between the perceived benefits of the applications and the monetary cost for using them.” (Venkatesh et al., 2012). Price value refers to the perception of consumers regarding the worth and benefits they receive in exchange for the price they pay for a product or service. It represents the assessment of whether the price paid is fair and justified based on the perceived benefits, quality, and satisfaction derived from the offering.

H_{05} – There is no impact of IMC elements on Price Value which is leading to Consumer Attitude and Purchase Intention.

H_5 - There is an impact of IMC elements on Price Value which is leading to Consumer Attitude and Purchase Intention.

- Perceived Health Benefits

Perceived health benefits are the customer's perception of the benefits Ayush products can bring to his/her health due to its nature such as no side effects, made from natural herbal ingredients. Perceived health benefits refer to the subjective beliefs and evaluations that individuals hold regarding the positive effects of a product on their health and well-being. It represents the individual's perception and understanding of the potential health-enhancing outcomes associated with a particular offering.

H_{06} – There is no impact of IMC elements on Perceived Health Benefits which is leading to Consumer Attitude and Purchase Intention.

H_6 - There is an impact of IMC elements on Perceived Health Benefits which is leading to Consumer Attitude and Purchase Intention.

6 Research Design:

This research will be conducted from a holistic perspective considering the major stakeholders in the Ayush industry.

6.1 Type of Research:

For the consumers, Ayush manufacturers and Ayush doctors a survey type of research will be conducted. This involves collecting information from people about their usage, knowledge, attitude and behaviour. A part of the study will also consist of focused interviews with representatives and officials from the Ministry of Ayush, Government of India.

6.2 Sampling Frame:

These stakeholders are the target population for this study. They include:

- Consumers
  (Above 21 years of age & located in Mumbai)
- Ayush manufacturers
  (Possessing an Ayush Drug Licence & located in India)

- Ayush doctors
  (In colleges and hospitals affiliated to the Directorate of Ayush, Government of Maharashtra)
- Officials from the Ministry of Ayush, Government of India.

6.3 Sample Methodology:

According to Z test, a 95% confidence level, a standard deviation of 0.5, and a confidence interval (margin of error) of ± 5%: the minimum sample size should be 385. It is also suggested that a sample size of 500 is proposed to be reasonably accurate (Hair et al, 2007; Uma Sekaran, 2006). The sample will be selected using stratified random sampling method.

6.4 Sample Size:

STAKE HOLDER	SAMPLE SIZE
Consumers	800
Ayush Manufacturers	30
Ayush doctors	30
Ministry of Ayush Government officials	5 (focused interviews)
TOTAL	**865**

7 Data Collection and Analysis

Primary data will be collected using a mix of face to face interviews, interview schedules, and online tools such as Google forms.

Respondents will be asked to answer on a five point rating scale starting from Strongly Disagree (1) going up to Strongly Agree (5).

Once the data is collected it will be entered into a software like JASP, SPSS, AMOS, SMART PLS and cleaned for outliers or missing data values. Inconsistent responses will also be eliminated. The data will then be coded in the case of open ended questions.

Reliability of the scale of measure will be assessed using Cronbach's alpha. The data will then be subjected to various tests starting from measures of central tendency followed by creation of frequency tables. A socio demographic profile of the respondents will also be drawn. Besides descriptive statistics, other tests that are proposed to be conducted are Z test,

T test, chi-square, ANOVA, correlation and regression, confirmatory factor analysis, Structural Equation Modelling. Accordingly the hypotheses will be tested.

8. Expected Outcomes of the Study

8.1 Expected Outcome

India has a rich history of traditional systems of medicine namely Ayush systems that contribute towards the health of an individual. While a vast majority of people turn towards allopathy and other medical advancements in the West, the Ministry of Ayush was formed in 2014 with the intention of reviving the profound knowledge of our ancient systems of medicine and propagate Ayush systems globally. This research paper is therefore a step in that direction to bring recognition to traditional Indian medicine. The research will benefit consumers by generating awareness on such products and even help them make a switch towards products that are healthier for them and also safer for the environment. The study is also important to manufacturers of these products as it will provide suggestions on how to effectively market Ayush products to customers. It is intended that the study will propose a working model that manufacturers can use to effectively target their audience in the Ayush market. The research paper will also provide insights on efforts from the policy makers in the Government to promote Ayush and bring it at the forefront of healthcare systems. Lastly, this research will help the growth of the Ayush industry as a whole and therefore the growth of the economy through increased production, sales and exports of Ayush products.

8.2. Significance and Relevance of the Study

Targeted marketing strategies: By understanding the factors influencing consumer choices towards Ayush products, marketers can develop targeted marketing strategies that effectively communicate the unique selling points and benefits of Ayush systems. This knowledge allows marketers to tailor their messaging, product positioning, and promotional activities to better resonate with the target audience, thereby increasing consumer engagement and purchase intent.

Product development and innovation: Consumer preferences and motivations play a significant role in driving product development and innovation. By understanding why consumers choose Ayush products, marketers can identify gaps in the market and develop new product offerings that cater to the specific needs and preferences of consumers seeking

Ayush solutions. This knowledge can lead to the creation of improved formulations, delivery mechanisms, and packaging that align with consumer expectations.

Market expansion and competitiveness: The popularity of Ayush products has been growing steadily, both within India and internationally. Understanding the factors driving consumer choice towards Ayush products enables marketers to capitalize on this trend and expand their market reach. By developing effective marketing and distribution strategies, businesses can position themselves competitively in the Ayush market, potentially gaining a larger market share and increasing revenue.

Consumer education and awareness: Policymakers and healthcare professionals can leverage consumer preferences for Ayush products to promote education and awareness about traditional systems of medicine. Understanding the factors that influence consumers' shift towards Ayush products helps policymakers design initiatives to disseminate accurate information, address misconceptions, and promote responsible usage of Ayush products. This fosters a better understanding of Ayush systems and their potential benefits among the general public.

Policy analysis and recommendations: Conducting a comprehensive analysis of existing policies and regulations related to the Ayush market in India. This includes assessing the effectiveness of current policies in promoting growth, identifying any barriers or gaps, and providing recommendations for policy improvements. This research can help inform policymakers on potential policy changes that can encourage the growth of the Ayush market.

Collaboration and integration with modern healthcare: Assessing the potential for collaboration and integration between Ayush systems and modern healthcare practices. Exploring opportunities for interdisciplinary approaches, referral networks, and mutual learning can contribute to the growth of the Ayush market. This objective involves identifying successful integration models and examining the potential benefits and challenges associated with such collaborations.

By aligning their efforts with consumer preferences, both marketers and policymakers can contribute to the growth and development of the Ayush sector while meeting the evolving needs of consumers.

9. Time Frame

TIMELINE	PROGRESS	ACTIVITY
May '22 to November '22	Literature Review	Review and organise existing and relevant literature to identify research gaps and publish research papers
November '22 to April '23		Prepare draft literature review and publish research papers
May'23 to December '23	Research Proposal	Preparing a research proposal for review and topic approval by University
November '23 to December '23	Data Collection	Develop data collection instruments
December '23 to January '24		Conduct pilot studies to test data instruments
January '24 to February'24		Finalise sampling plan and carry out data collection
February '24 to April '24	Data Analysis	Data entry, verification, cleaning and coding
April '24 to September '24		Carry out analysis of data, test hypotheses
September '24 to December '24		Draw conclusions and accordingly develop recommendations
January '25 to February '25	Writing the Thesis	Prepare final draft of research report
February '25 to March '25		Review draft
March '25 to April '25		Final editing of research report
April '25 to May '25		Submission to University

10. Tentative Scheme of Chapterisation

- Abstract
- Chapter 1: Introduction

- Chapter 2: Literature Review
- Chapter 3: Data Collection and Analysis
- Chapter 4: Results and Discussions
- Chapter 5: Recommendations
- Chapter 6: Bibliography and References
- Appendix

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